SUBURBAN REALTY MARKET ACTIVITIES

ATTRACTIVE COLONY ON THE NORTH SHORE

Kensington a Community of High Class Residences in a Great Park.

JAPANESE GARDENS

Waterfront Being Laid Out in Novel Fashion to Provide Householders With Recreation and Yachting Centre.

There is probably no more elastic word in the real estate vocabulary than "development." The process is one which, as applied to the same piece of ground. may mean a few weeks work and the exnditure of a few hundred, perhaps a few thousand dollars; or again it may mean years of work and a preliminary outlay running into hundreds of thousands.

Besides this there is a notion, more or less widely held-it might be better to say that there has been such a notion -that real estate development is a business requiring only a tract of land, a surveying party and a gang of laborers, with, of course, enough money to pay the bills. This notion, however, has been to a large extent dispelled during the last four or five years until to-day it is pretty generally recognized that the proper development of real estate is not only something which calls for time and money but is also a almost unlimited opportunities for the exercise of experience and judgment.

For anybody who may have a lingering doubt on this topic or for anybody who is even casually interested in the preparation of suburban real estate for the home builders there is a liberal education in store in the shape of a visit to the newest of the Rickert-Finlay Realty Company's properties on the north shore of Long Island at Kensington, Great Neck.

ON MANHASSETT BAY

To describe roughly its location Kensington has its main entrance on Middle Neck road, a few minutes walk north of the Great Neck station, and extends easterly about a mile to the Shore road along Man-basset Bay. It is about 135 acres in extent and is practically the only land on Great Neck not given to the magnificent country estates which have long made the locality famous. Not far from the entrance to Kensington on the opposite side of Middle Neck road is the large estate of W. Gould Brokaw, while near by are the Grace, Booth, Alker and Cord Mever properties.

Here are a few of the things which the Rickert-Finlay Company, with the experience covering the development of about 1,000 acres along the North Shore, felt it necessary to do before announcing that Kensington was "developed." The cost of these items-landscaping and street improvements-has been about

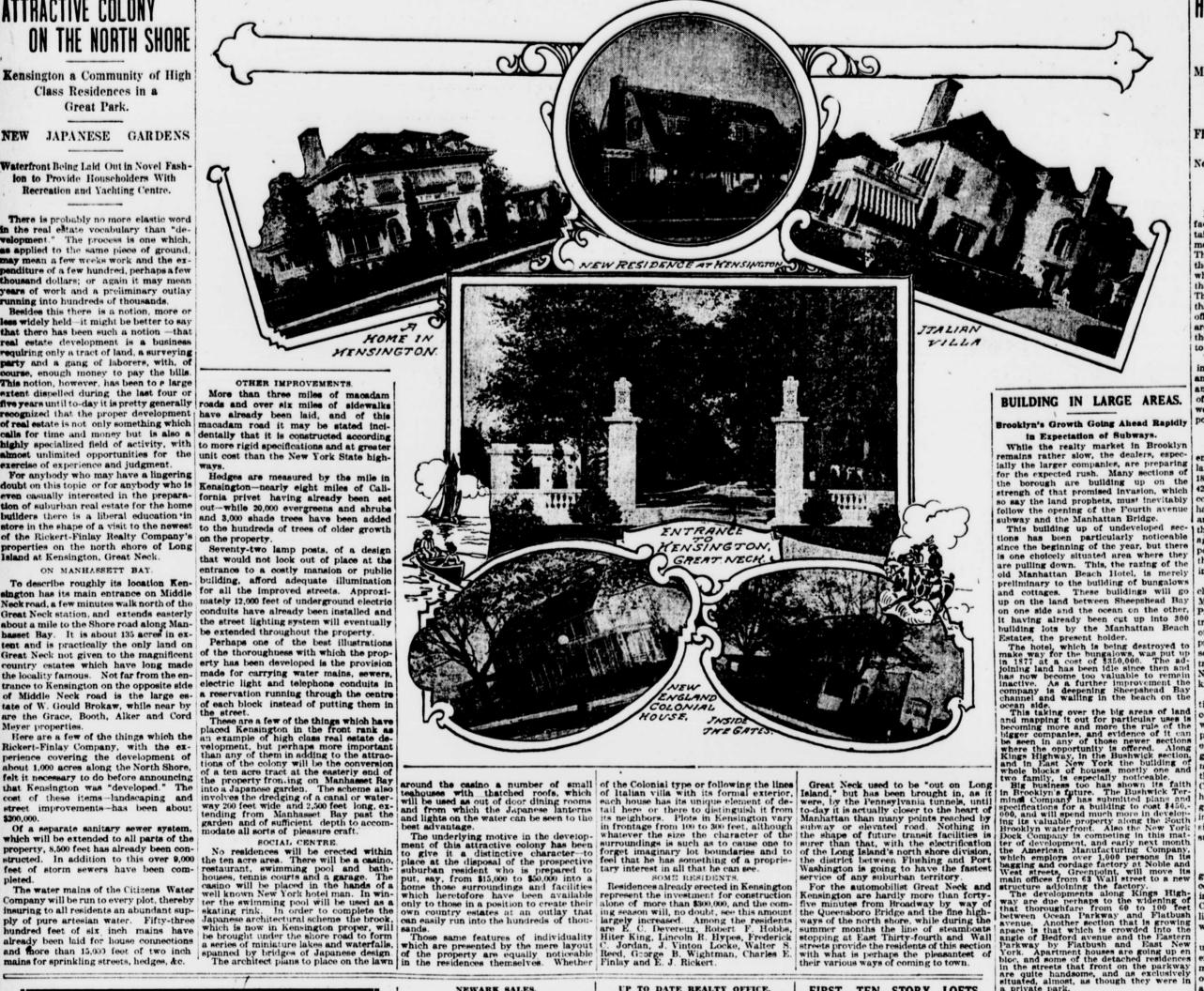
Of a separate sanitary sewer system. which will be extended to all parts of the property, 8,500 feet has already been con-

property, 8,500 feet has already been constructed. In addition to this over 9,000 feet of storm sewers have been completed.

The water mains of the Citizens Water Company will be run to every plot, thereby insuring to all residents an abundant supply of pure artesian water. Fifty-three hundred feet of six inch mains have already been laid for house connections

SOCIAL CENTRE.

No residences will be erected within the ten acre area. There will be a casino, restaurant, swimming pool and bath-houses, tennis courts and a garage. The casino will be placed in the hands of a well known New York hotel man. In winter the swimming pool will be used as a skating rink. In order to complete the Japanese architectural scheme the brook, which is now in Kensington proper, will be brought under the shore road to form a series of miniature lakes and waterfalls,



around the casino a number of small teahouses with thatched roofs, which will be used as out of door dining rooms and from which the Japanese lanterns and lights on the water can be seen to the best advantage.

The underlying motive in the development of this attractive colony has been to give it a distinctive character—to place at the disposal of the prospective suburban resident who is prepared to put, say, from \$15,000 to \$50,000 into a home those surroundings and facilities which heretofore have been available only to those in a position to greate their only to those in a position to create their own country estates at an outlay that can easily run into the hundreds of thou-

Those same features of individuality already been laid for house connections as series of miniature lakes and waterfalls. which are presented by the mere layout C. Jordan, J. Vinton L. spanned by bridges of Japanese design of the property are equally noticeable Reed, Goorge B. Wightr mains for sprinkling streets, hedges, &c. The architect plans to place on the lawn in the residences themselves. Whether Finlay and E. J. Rickert.

of the Colonial type or following the lines of Italian villa with its formal exterior, each house has its unique element of detail here or there to distinguish it from its neighbors. Plots in Kensington vary in frontage from 100 to 300 feet, although whatever the size the character of the surroundings is such as to cause one to forget imaginary lot boundaries and to feel that he has something of a proprietary interest in all that he can see.

SOME RESIDENTS Residences already erected in Kensington represent the investment for construction alone of more than \$300,000, and the comlargely increased. Among the residents are E. C. Devereux, Robert F. Hobbs, Hiter King, Lincoln R. Hypes, Frederick C. Jordan, J. Vinton Locke, Walter S. Reed, George B. Wightman, Charles E. Finlay and E. J. Bickett.

FIRST TEN STORY LOFTS.

Newark Builder Already Successful in His Operation.

His Operation.

A ten story loft building, the first of its kind in Newark, is being built at Plane and Academy streets in that city by Robert B. Stoutenburgh, a real estate operator. The building is designed for light manufacturing purposes. It is being constructed of reenforced concrete and brick on a plot of ground 109 feet long by 105 feet deep and is strictly fireproof.

The building will be equipped with

The building will be equipped with automatic sprinklers, three freight and two passengers elevators and with elec-tric light and power. Seven of the floors and part of the basement have already been leased for terms of years. The cost of the building is estimated at \$170,000.

TO SELL CHANLER ESTATE.

Joseph P. Day has been instructed to sell the undivided portion of the old Co-

CITY'S INDUSTRIES Merchants Association Finds Other

HELPING TO BUILD

Cities Raiding New York for Factories.

FINE OPPORTUNITIES HERE

New Bureaus Will Tell Manufacturers Over All the Country the Advantages of Locating Right Here.

New York city is the greatest manufacturing centre in the country. It con-tains 25,938 manufacturing establishments with a capital of \$1,364,353,000. These establishments use annually in their various manufactures materials which cost \$1,092,155,000. The value of their finished product is \$2,029,693,000. The average number of wage earners that they employ is 554,002, not counting officials and other employees. These are the figures for the year 1909, and therefore at present they are subject to material increase.

The exports from the port of New York in 1910 reached a total of \$794,635,764. and of these the domestic exports amounted to \$688,789,717. A large portion of the goods manufactured in this city were consumed by the city itself with its population of 4,983,385.

ACREAGE POPULATION.

in Expectation of Subways.

Notwithstanding these facts and the enormous totals of production the population in the Borough of Manhattan is 185 on each acre, in Brooklyn it is only 42 on each acre, in The Bronz each acre contains only 16 inhabitants, Queens has only 3½ persons for each acre of its area and Richmond only 2.3. It appears. therefore, that despite the tremendous aggregate of its manufactures and of its population there is plenty of room within the limits of the city for further growth in both respects.

These facts and many others of a similar and cottages. These buildings will go character have been considered by the up on the land between Sheepshead Bay on one side and the ocean on the other. Practically every other State in the court Practically every other State in the country, large and small, has a commercial organization composed of business and professional men who are devoting themselves to the development of its industries and to attracting new industries. New York city has no organization of this

> Because of the lack of unity in organization other cities compactly organized are constantly raiding New York. They come with attractive offers to manufacturers, promising them free building sites, exemption from taxation, low freight rates. good housing conditions for their workmen and other similar advantages if they will consent to move their plants. Committees of leading citizens are sent here at the expense of commercial organizations to offer tempting baits to industrial establishments which may possibly be induced to move. Sometimes they

OFFER USB OF MONEY.

The Boston Chamber of Commerce has gone so far as to establish a development company with a large capital to buy stock in new concerns which the Chamber of Commerce, after investigation, would like to attract to Boston. In this manner working capital is provided.

Notwithstanding these facts the nat-ural advantages which New York city enjoys have hitherto been sufficient to maintain its industry. No other city offers so large a consuming population at the door of the factory; no other can give such facilities for foreign commerce ADAMS PROPERTY AT AUCTION. or such direct communication with coast-wise points and with the interior of the country both by water and by rail. These in Partition.

The realty holdings of the late George W. Adams will be offered in partition by Joseph P. Day in the Vesey street sales-room on Tuesday, April 16.

The properties to be offered are as follows: 192 Orchard street, a five story building with stores, on lot 25.6x87.10; 10 and 12 Willett street, two five story tenements, on plot 51.3x100; 332 to 350 East Eighty-fourth street, two and three story brick dwellings, on lots 20x102.2 each.

Other East Side properties to be offered are: 354 and 356 East Eighth street, adjoining the southeast corner of Avenue C, two four story tenements, on plot 37x97.6; 309 East Twenty-third street, a four story tenement, on lot 25x 90.9; 81 Second avenue, near Fifth street, a three and a half story building, on lot 20x80, and 351 East Eighty-fourth street, a three story dwelling, on lot 20x102.2. advantages, it is true, have been nullified to a certain extent by discriminations against the city which other cities have

to a certain extent by disoriminations against the city which other cities have induced the railroads and steamship lines to establish. They are also counterbalanced to a certain degree by the comparatively high cost of living in this city and the difficulty of finding living rooms near the factories.

Much of the area of the boroughs of Queens, Richmond and The Bronx is still farm land. It is capable of providing cheap and comfortable homes for millions of population. With the establishment of traffic and transit lines it affords ideal locations for industrial establishments, but even in Manhattan, already for the most part densely populated, the localities are subject to sudden migrations of business, disturbing real estate values and upsetting stability.

Such a migration is now taking place from the downtown wholesale district.

These are not matters that can properly be guided or controlled by public officials; they must be taken in charge by the business interests if anything effective is to be accomplished. Realizing this fact the Merchants Association a year ago determined to extend and increase its activities. The association was and is in a prosperous condition, with an ample income for the work that it was doing and with a membership of some 1.400 corporations, firms and individuals, including the largest interests of the kind in the city.

IN OTHER CITIES. P. S. COMMISSION TO SELL.
Joseph P. Day wil offer at public auction on Thursday, March 28, in the Vesey street salesroom, in accordance with instructions from the Public Service Commission of the First district, the northeast corner of Broome street and Cleveland place. The area of the plot is approximately 12,518 square feet, and was acquired for the construction of the Centre street subway loop by the Public Service Commission.

IN OTHER CITIES.

Having decided what it intended to do the association sent a committee of three, in charge of its secretary, S. C. Mead, to visit other cities where active commerin charge of its secretary, S. C. Mead to visit other cities where active commercial organizations are at work, study their methods and bring back suggestions adapted to the needs of New York city. Several months were devoted to this work and reports were made to the Merchants Association, upon the Boston Chamber of Commerce, the Buffalo Chamber of Commerce and Manufacturers Club, the Cleveland Chamber of Commerce and the Chicago Association of Commerce.

There has been a marked development in the activity of such organizations throughout the country, and especially in the East, during the last decade. New organizations have been formed, inactive organizations have been revived and separate organizations have been welded together into a united body. The result has been that practically every city of any size east of the Mississippi hiver has a commercial body, working with energy and enthusiasm and representing the entire city.

After considering the records

and enthusiasm and representing the entire city.

After considering the reports made upon what other cities were doing the Merchants Association decided first to endeavor to make itself representative of the entire city. Through an industrial bureau, soon to be established, an important and beneficial effect is expected upon the development of industry in the city, the settlement of unoccupied territory and the promotion of manufacturing interests. The bureau is to be in cherge of an experienced man, who will plan its work along lines to be approved by the board of directors of the association. He will undertake an industrial survey of the city from which complete data will be obtained showing what the city has to offer to manufacturers and setting forth the reason that have induced so many industrial establishments to come here.

NEW SIGHTS AT LONG BEACH.

Company Has Spent Large Sum During the Winter On Improvements.

Fine spring weather in the early days of the past week had a pronounced effect on conditions at Long Beach. Visitors in number unwonted for this time of the year have been on the Boardwalk each day and many cottagers, who had not spent the winter here, were down to prepare their homes for summer occupancy. As a direct result of this accession to the usual number of visitors at this season was the sale last week of three of the higher priced houses.

Recent visitors who were at Long Beach last year expressed surprise at the immense progress made this winter. Particularly were they struck with the improvements east of the Long Beach Boulevard, where a new section of about a mile has been parked and graded, and fourteen homes constructed. These buildings are larger than the homes built in the past two years and from an artistic standpoint merit the highest approval. West of Magnolia Boulevard similar improvements are to be noted, so that the net impression to those who have not visited Long Beach since last September is one of remarkable expansion. In all twenty-five new homes have been constructed by the company, in addition to half a dozen, or so, houses erected by private owners. ticularly were they struck with the im-

have been constructed by the company, in addition to half a dozen, or so, houses erected by private owners.

Counting new buildings and parkings and gradings, street laying and the like, the Estates of Long Beach has extended dollars in improvements. The National at the Beach this winter nearly a million Boulevard, the main thoroughfare from the railroad station to the Boardwalk, has had flowering bushes and trees planted along its entire length. Tree planting has been carried out along several contiguous thoroughfares.

Plans for the coming season include a "lunetta" on the Boardwalk, between the Hotel Nassau and the Fuller Building. This section will be brilliantly lighted and will be decorated with festoons of colored lamps. There will be seats and small tables on the ocean side, where coffee, cigarettes and cigars will be served. A band under the leadership of one of the best known musicians in the country has been engaged for the music park, and facilities will be provided here for open air dancing. There will be also a children's park with sliding boards, carousels, see saws and otherp playground appurtences. The National Bathing Pavillion will be enlarged as to accommodations.

The Long Island Railroad will this sea-

tions.
The Long Island Railroad will this season arrange its summer schedule so that all trains from Long Beach to New York will be through trains.



One of the larkest and most completely equipped real estate offices in any of the nearby suburbs has been opened by the O. L. Schwencke Land and investment Co. in Hempstead, directly opposite the railroad station. This company leased a larke Colonial residence and remodelied it into an office building for their exclusive use. The handling of the holdings of the O. L. Schwencke Company in Hempstead and vicinity has necessitated the maintaining of larke offices. O. L. Schwencke began the purchase of Long Island acreage about twenty years ago, and accumulated many thousand acres of desirably located property in Hempstead, as well as further out on Long Island. Their Hempstead office will transact a general real estate business, including the buying and selling of houses, lots and plots, large and small farms and acreage. NEWARE SALES.

Feist & Feist have sold for Dr. Julius Raddisch, of New York, the three, three story apartment houses, with stores at 115-117-119 Hartford street, being the northeast corner of First street, on plot 65x106, to Philip Ginsberg; also sold for Wilkinson Gaddis & Co., to Herbert W. Ross the five three story brick buildings at 28-30-32-34 and 34 bg Arlington street, and the four story brick building at 40 Nicholson street. Also the vacant plot at 19-21 Augusta street, being the northeast corner of Augusta and Nicholson streets. This parcel has a frontage of 95 feet on Arlington street, 50 feet on Augusta street, and 75 feet on Nicholson street, with an average depth of 125 feet. The consideration was about \$60,000. The purchaser proposes to erect an eight story medern fireproof mercantile building, at a cost of about \$150,000.

CONNECTICUT FARM SOLD.
Nicholas Lopard has sold for William
H. Harden a 105 acre farm at Turnerville, Conn., to a client, who gave in payment property at Hawthorne, N. Y.



42d STREET BUILDING LEASED.

SOCIAL CENTRE.

John P. Kirwan has leased for John Forty-second street, on plot 50x98.9, to-gether with the abutting six story build-ing at 135 West Forty-first street, on lot 25x98.9. The lease is for a term of twenty years with two renewals, and the aggregate rental amounts to about \$2,000,000. The premises were formerly occupied by Lewis & Conger.

MANHATTAN TENEMENTS.

C. Cocker, architect, has filed plans for the erection of four five story tenement houses on the north side of 177th street, 100 feet east of St. Nicholas avestreet, 100 feet east of St. Nicholas avenue. They will each have a frontage of 37.5 feet and a depth of 83 feet, and each have accommodation for twenty-two families. The McAfee Building Company is the owner of record. The buildings will cost \$30,000 each.

COUNTRY LEASES.

The Lewis H. May Company has leased at Arverne, for J. R. Summer-field, the cottage at 1 Gaston avenue to Ray Kafky; for Benjamin Blum, the cottage at 10 Jerome avenue to A. Lelboritz, and at Edgemere, for M. J. Mulqueen, a cottage on Wave Crest avenue to G. J. Fleischmann.

RECENT BUYERS.

Whitney Warren is the buyer of the Hoge to Max Henry and Albert Cohn the four story building at 130 and 132 West cently through Pease & Elliman.

Forty-second street, on plot 50x98.9, to-W. F. Randolph is the buyer of the dwelling 135 West Eighty-fifth street, sold recently by Archibald M. Stewart through Slawson & Hobbs.

The Burnett-Weill Construction Company is the buyer of the lot 25x100 at the northwest corner of Third avenue and 157th street, the sale of which by Heilner & Wolf was reported yesterday. A flat will be erected on the site.

The William Zinsser Realty Company is the purchaser of the dwelling 126 West Fifty-eighth street, the sale of which by Margaret A. Stevens was reported recently.

> ADDITION TO PRINCE GEORGE.
>
> Howard Greenley and Kenneth M.
> Murchison, architects, have filed plans for
> the construction of an addition to the
> Hotel Prince George on East Twentyeighth street. It will be located on the
> south side of Twenty-eighth street, 256
> feet east of Fifth avenue, and will have
> a frontage of 50 feet and a depth of 88.9
> feet, with a facade of brick, terra cotta
> and lime stone in the same design as the
> main structure, and will be fireproof.
> The cost has been estimated at \$350,000.
> The Twenty-eighth Street Company, of
> which C. F. Rogers is president, is the
> owner of record. ADDITION TO PRINCE GEORGE.

Part of the Old Cozine Farm Will Be Offered at Auction.

Julian Benedict has leased from Edward Kupfer and others for eighteen years 11 West Thirty-fourth street, a six story building on plot 25x126, with a rear outlet into Thirty-fifth street. The property is between the McCreery and Riker establishments. The property has been held at an annual rental of \$40,000. The total amount involved is about \$700,000.

Hell & Stern have leased the third and fourth floors in the new building at the northeast corner of Madison avenue and Thirty-second street to J. & F. Goldstone & Co. sell the undivided portion of the old Co-zine farm at public auction on Thursday, April 11, in the Vesey street salesroom.

The offering involves seventeen lots on Eleventh avenue and Thirty-sixth street, one plot forming the southwest corner, measuring 150 feet on the avenue and ex-tending 275 feet along Thirty-sixth street. The other includes the northwest corner, with a frontage on the avenue of 44.9 feet and 300 feet on the street. This property was purchased at auction in 1828 by John Jacob Astor. Thirty-second street to J. & F. Goldstone & Co.

Pease & Elliman have leased to O. Kaufman the store and basement at 155 Chambers street, and offices in 123 Liberty street to Max Huelsen, H. P. Hill and George Gotty.

Douglas L. Elliman & Co. have leased a store at 251 Fifth avenue to Joseph Glorno & Co., and through Ames & Co. the parlor floor store in 125 West Twenty-sixth street, to L. Rappaport.

H. C. Senior & Co. have leased for Lucile Dryfous the dwelling at 135 West Eighty-seventh street to Dr. Eugene H. Porter, and for Henry L. Scheuerman the three story dwelling at 21 West Sixtleth street to Julia Fitzgerald.

W. J. Rich DevelopmentCompany sold a plot of four lots to Thomas Groundwater of Brooklyn, on south side of Large avenue, Hillsdale, who will erect an all year residence: to George A. Belinge, a seven room cottage, on the south side of Large avenue; to H. Kantor a plot of four lots, corner Cross and Magnolla avenues, for immediate improvement, and to M. Miller, a house on Conklin avenue for occupancy. ACREAGE AT THROGG'S NECK. Nicholas Lopard has sold for William H. Harden a plot of nine acres at Oakdale, L. I., to F. C. Belinger, who gave in exchange eight lots at Throgg's Neck. \$30,000 CLUB HOUSE AT NEPONSIT, L. I.

The property owners of Neponsit, one of Long Island's residential sections, are watching with increasing interest the erection of their clubhouse, which is being built on the Jamaica Bay side of Neponsit of the increasing interest the erection of their clubhouse, which is being built on the Jamaica Bay side of Neponsit of the Neponsit Club will be a two story structure, with reception room, library, dining room, billiard room and cloak perhaps the most interesting feature of the Neponsit Club is the plan under which ing is entirely enclosed and under roof. The kitchen and private lockers for the members are in the base-ing ment. The interior will be furnished in hardwood.

In the east of the building tennis courts

York. Apartment houses are going up en bloc, and some of the detached residences in the streets that front on the parkway are quite handsome, and as exclusively situated, almost, as though they were in a private park.

Holdings of Wealthy Recluse to Be

in Partition.

P. S. COMMISSION TO SELL.

SALES IN NEW JERSEY.

